

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1-19. (Canceled)

20. (Currently amended): A search system comprising:

a plurality of broadcast stations, each configured to transmit unique information related to contents of a program through a channel associated with the broadcast station;

a first receiver for receiving the unique information related to the contents of the program transmitted through a predetermined channel, the receiver coupled to a search requesting device for sending a search request of the unique information transmitted through a channel other than the predetermined channel; and

a searching system including

a second receiver for receiving the unique information transmitted by the plurality of broadcast stations through the respective channels and storing such unique information in a storage device, the unique information comprising one or more of first electronic program guide (EPG) data relating to programming information of programs broadcast by for the plurality of broadcast stations, second EPG data from one of the broadcast stations relating to information other than programming information of programs broadcast by that broadcast station, or viewer related features originating from at least one of the broadcast stations, wherein the first EPG information, the second EPG information, and the viewer related features are stored in a hierarchical structure, content data for various broadcast suppliers, and user search history;

a connection to enable retrieval of data from a data broadcasting service of each broadcast station;

21 a searching device coupled to the storage device for searching the storage
22 device and the data from the data broadcasting service in response to receipt of a search request;
23 and

24 a transmitter for transmitting information to the first receiver in response
25 to the search request, such information including information from the data broadcasting service,
26 wherein the search system is configured to provide service guide information of
27 the data broadcasting service of each broadcast station.

1 21. (Previously Presented): A search system as in claim 20 wherein the first
2 receiver displays search screen information transmitted by the transmitter to thereby facilitate
3 search requests from the first receiver.

1 22. (Previously Presented): A search system as in claim 20 wherein the first
2 receiver includes storage for storing a history of the unique information received and a system
3 for transferring that history upon request.

1 23. (Previously Presented): A search system as in claim 20 wherein the
2 unique information includes program guide information about the contents of the programs.

1 24. (Previously Presented): A search system as in claim 20 wherein the
2 request from the search requesting device and the transmission of the transmitter are conducted
3 through a telephone line.

1 25. (Previously Presented): A search system as in claim 20 wherein the
2 request from the search requesting device and the transmission of the transmitter are conducted
3 through a communication network.

1 26. (Previously Presented): A search system as in claim 20 wherein the
2 searching system further includes an accounting system for collecting charge information
3 payable based upon the searching requested.

1 27. (Previously Presented): A search system as in claim 20 further comprising
2 a trend information collecting system for collecting viewer trend information based upon the
3 search requests.

1 28. (Currently amended): A search system comprising:
2 a plurality of transmitting apparatuses, each having a transmitter for transmitting
3 unique information in relation to contents of a program through a channel for exclusive use
4 thereof;
5 a receiving apparatus including a first receiver for receiving the unique
6 information dependent upon contents of the programs transmitted, and a search requesting device
7 for requesting a search on the unique information transmitted through a channel other than that
8 predetermined channel; and

9 a search apparatus including
10 a second receiver for receiving the unique information;
11 a storage for storing ~~all station~~ electronic program guide (EPG)
12 programming information of all the programs and channels, for storing EPG information
13 originating from each channel other than programming information, and for storing service guide
14 information originating from each channel about its data broadcasting services, wherein each of
15 the EPG information and the service guide information are stored in a hierarchical structure for
16 the channels;

17 a connection to enable retrieval of information of data from a data
18 broadcasting service of each channel;

19 a searching system for searching the storage upon receiving a request for a
20 search from the receiving apparatus, and a sending device for sending the content retrieved in
21 response to the search request, such content including information from the data broadcasting
22 service,

23 wherein the search system is configured to provide service guide information of
24 the data broadcasting service of each channel.

1 29. (Currently amended): A search apparatus for receiving transmissions
2 from a plurality of transmitters, each transmitting unique information about contents of a
3 program through a channel associated with that transmitter, and for accepting a search request
4 from a receiving apparatus comprising:
5 a receiver for receiving the unique information about the contents of the programs
6 transmitted through the channels;
7 storage for storing first electronic program guide information relating to
8 programming information for all of the programs transmitted through the channels, second EPG
9 information that is other than programming information for each of the channels, and service
10 guide information of all of the plurality of transmitters, wherein the first EPG information, the
11 second EPG information, and the service guide information are stored in a hierarchical structure;
12 a connection to enable retrieval of information from a data broadcasting service of
13 each channel;
14 a search system for searching the unique information stored in the storage receipt
15 of a search request; and
16 a transmitter for transmitting content retrieved in response to the search request to
17 the receiving apparatus, such content including information from the data broadcasting service,
18 wherein the search apparatus is configured to provide service guide information
19 of the data broadcasting service of each channel.